

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	07/01/2005		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Chalone Wine Group, Ltd.		05/02/2006	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Diageo North America, Inc.		
Street Address:	801 Main Avenue		
City:	Norwalk		
State/Country:	CONNECTICUT		
Postal Code:	06851-1127		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 29			
Property Type	Number	Word Mark	
Registration Number:	1247281	A	
Registration Number:	2340488	ACACIA	
Registration Number:	2717883	ARCHSTONE	
Registration Number:	2791995	BEYOND MERLOT	
Registration Number:	1859259	CANOE RIDGE	
Registration Number:	2477683	CANOE RIDGE	
Registration Number:	2895439	CANOE RIDGE VINEYARD	
Registration Number:	1343154	CHALONE VINEYARD	
Registration Number:	1047826	CHALONE VINEYARD	
Registration Number:	2851493	COPA DE LUNA	
Registration Number:	3051711	DRIVING RANGE	
Registration Number:	2907426	HEWITT	
Registration Number:	1980448	JADE MOUNTAIN	

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Registration Number:	2533490	JUNIPER CANYON
Registration Number:	2536209	MOON MOUNTAIN
Registration Number:	2916707	OROGENY
Registration Number:	2806703	PATRON OF THE WINE ARTS
Registration Number:	2485948	SAGELANDS
Registration Number:	2931587	WINES FOR WILDLIFE
Serial Number:	78733244	A ACACIA LONE TREE VINEYARD
Serial Number:	78625492	ARCHSTONE ESTATES
Serial Number:	78625468	ARCHSTONE VINEYARDS
Serial Number:	78415353	ECHELON
Serial Number:	78415980	
Serial Number:	78545813	GAVILAN
Serial Number:	78664956	MOON MOUNTAIN MAGIC
Serial Number:	78602005	P
Serial Number:	78412368	TERRA IGNEUS
Registration Number:	2542348	DYNAMITE

#### CORRESPONDENCE DATA

Fax Number: (415)393-9887  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 415-954-0200  
 Email: trademark@ssd.com  
 Correspondent Name: Caroline H. Mead, Esq.  
 Address Line 1: One Maritime Plaza  
 Address Line 2: Suite 300  
 Address Line 4: San Francisco, CALIFORNIA 94111-3492

ATTORNEY DOCKET NUMBER:	36538.188
NAME OF SUBMITTER:	Caroline H. Mead
Signature:	/caroline mead/
Date:	05/31/2006

#### Total Attachments: 10

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## **TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of July 1, 2005 (the "Effective Date") by and between The Chalone Wine Group, Ltd., a California corporation, as well as its wholly owned subsidiaries, Staton Hills Winery Company Limited, and Canoe Ridge Vineyards LLC (each an "Assignor" and collectively the "Assignors"), and Diageo North America, Inc., a Connecticut corporation ("Assignee").

WHEREAS, each Assignor wishes to assign to Assignee, and Assignee wishes to acquire from each Assignor in all countries throughout the world, all of its right, title, and interest in and to all of each Assignor's trademarks, service marks, trade names, trade dress, logos, domain names and other intellectual property, including without limitation the trademarks set forth in Exhibit A, whether or not registered, and all applications therefor, along with any and all good will relating thereto (the "Marks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as of the Effective Date, each Assignor hereby sells, assigns, transfers, and conveys to Assignee and its successors, assigns, and nominees absolutely and in perpetuity, such Assignor's entire right, title, and interest worldwide in and to the Marks, together with the goodwill associated therewith, and including the right to sue for and receive all damages from past infringements of the Marks arising prior to the Effective Date, the same to be held and enjoyed by Assignee, its successors, assigns, and legal representatives.

This Assignment may be executed in any number of counterparts, each of which shall be an original, but of all which together shall constitute one instrument.

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IN WITNESS WHEREOF, the Assignors and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

THE CHALONE WINE GROUP, LTD.

By: [Signature]  
Name: Shawn Leroy Blom  
Title: VP of Finance

DIAGEO NORTH AMERICA, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

STATON HILLS WINERY COMPANY LIMITED

By: [Signature]  
Name: Shawn Leroy Blom  
Title: VP of Finance

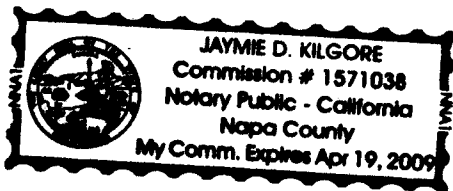
CANOE RIDGE VINEYARDS LLC

By: [Signature]  
Name: Shawn Leroy Blom  
Title: VP of Finance

STATE OF CALIFORNIA                    )  
  )  
COUNTY OF Napa                    ) ss.

On May 2, 2006 before me, Jaymie D. Kilgore, Notary Public, personally appeared Sharon Canyon Blom, personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signatures on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.



Jaymie D. Kilgore  
Notary Public

STATE OF CONNECTICUT                )  
  )  
COUNTY OF                                ) ss.

On \_\_\_\_\_ before me, \_\_\_\_\_, Notary Public, personally appeared \_\_\_\_\_, personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signatures on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
Notary Public

## **EXHIBIT A**

### **The Marks**

#### **Registered Trademarks**

<b>TRADEMARK</b>	<b>COUNTRY</b>	<b>STATUS</b>	<b>REG. #</b>	<b>REGISTRATION DATE</b>
A & Design	USA	Registered	1,247,281	8/2/1983
ACACIA	USA	Registered	2,340,488	4/11/2000
ACACIA & Design	Japan	Registered	2,708,850	7/31/95
ARCHSTONE	USA	Registered	2,717,883	5/20/2003
ARCHSTONE	UK	Registered	2394468	12/2/2005
ARCHSTONE ESTATES	UK	Registered	2394469	12/2/2005
ARCHSTONE VINEYARDS	UK	Registered	2394471	12/2/2005
BEYOND MERLOT	USA	Registered	2,791,995	12/9/2003
CANOE RIDGE	USA	Registered	1,859,259	10/18/1994
CANOE RIDGE	USA	Registered	2,477,683	8/14/2001
CANOE RIDGE VINEYARD & Design	USA	Registered	2,895,439	10/19/2004
CHALONE VINEYARD	USA	Registered	1,343,154	6/18/1985
CHALONE VINEYARD & Design	USA	Registered	1,047,826	9/7/1976
CHALONE VINEYARD	Japan	Registered	2,522,614	4/28/1993
COPA DE LUNA	USA	Registered	2,851,493	6/8/2004
DRIVING RANGE	USA	Registered	3,051,711	1/24/2006
DYNAMITE	USA	Registered	2,542,348	2/26/2002
ECHELON	Canada	Registered	TMA637,233	4/13/2005
ECHELON	Japan	Registered	4824886	12/10/2004
ECHELON	Switzerland	Registered	522377	6/22/2004
EDNA VALLEY VINEYARD	Japan	Registered	2,522,613	4/28/1993
ELLIPSE	USA	Registered	2,610,136	8/20/2002
GAVILAN	California	Registered	74,954	11/1/1984
HEWITT	USA	Registered Sup	2,907,426	11/30/2004
JADE MOUNTAIN	USA	Registered	1,980,448	6/18/1996
JADE MOUNTAIN	New Zealand	Registered	728644	10/27/2005
JUNIPER CANYON	USA	Registered	2,533,490	1/29/2002
MOON MOUNTAIN	USA	Registered	2,536,209	2/5/2002

TRADEMARK	COUNTRY	STATUS	REG. #	REGISTRATION DATE
OROGENY	USA	Registered	2,916,707	1/4/2005
PATRON OF THE WINE ARTS	USA	Registered	2,806,703	1/20/2004
PINK RIESLING and Design	USA	Registered	1,905,855	7/18/1995
SAGELANDS	USA	Registered	2,485,948	9/4/2001
STATON HILLS	USA	Registered	1,780,495	7/6/1993
WINES FOR WILDLIFE	USA	Registered	2,931,587	3/8/2005

#### Pending Trademark Applications

TRADEMARK	COUNTRY	STATUS	APP. #	FILING DATE
A ACACIA LONE TREE VINEYARD & Design	USA	Pending	78/733,244	10/14/2005
ARCHSTONE	Australia	Published	1052479	4/26/2005
ARCHSTONE	EU	Published	004494308	6/16/2005
ARCHSTONE ESTATES	USA	Pending	78/625,492	5/9/2005
ARCHSTONE ESTATES	Australia	Published	1052478	4/26/2005
ARCHSTONE VINEYARDS	USA	Pending	78/625,468	5/9/2005
ARCHSTONE VINEYARDS	Australia	Published	1052480	4/26/2005
ECHELON	USA	Pending	78/415,353	5/7/2004
ECHELON Logo	USA	Allowed	78/415,980	5/10/2004
GAVILAN	USA	Pending	78/545,813	1/11/2005
GAVILAN	Canada	Published	1257207	5/11/2005
GAVILAN	EU	Published	004534046	7/11/2005
MOON MOUNTAIN MAGIC	USA	Pending	78/664,956	7/6/2005
P (Stylized)	USA	Published	78/602,005	4/5/2005
TERRA IGNEUS	USA	Allowed	78/412,368	5/3/2004



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NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as of the Effective Date, each Assignor hereby sells, assigns, transfers, and conveys to Assignee and its successors, assigns, and nominees absolutely and in perpetuity, such Assignor's entire right, title, and interest worldwide in and to the Marks, together with the goodwill associated therewith, and including the right to sue for and receive all damages from past infringements of the Marks arising prior to the Effective Date, the same to be held and enjoyed by Assignee, its successors, assigns, and legal representatives.

This Assignment may be executed in any number of counterparts, each of which shall be an original, but of all which together shall constitute one instrument.

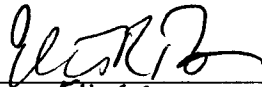
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IN WITNESS WHEREOF, the Assignors and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

THE CHALONE WINE GROUP, LTD.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

DIAGEO NORTH AMERICA, INC.

By:  \_\_\_\_\_  
Name: Elli Mager  
Title: Asst. Secy

STATON HILLS WINERY COMPANY LIMITED

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

CANOE RIDGE VINEYARDS LLC

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

STATE OF CALIFORNIA

COUNTY OF

)  
) ss.  
)

On \_\_\_\_\_ before me, \_\_\_\_\_, Notary Public, personally appeared \_\_\_\_\_, personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signatures on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
Notary Public

STATE OF CONNECTICUT

COUNTY OF Fairfield

)  
) ss. Norwalk  
)

On May 1, 2006 before me, Tracy Pedroso, Notary Public, personally appeared Elliot Rosner, personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signatures on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Tracy Pedroso  
Notary Public

**TRACY PEDROSO**  
**NOTARY PUBLIC**  
MY COMMISSION EXPIRES FEB. 28, 2011

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### **The Marks**

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